

TRANSMITTAL LETTER TO THE UNITED STATES
DESIGNATED/ELECTED OFFICE (DO/EO/US)
CONCERNING A FILING UNDER 35 U.S.C. 371

RCA 89185

U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR

09/868254

INTERNATIONAL APPLICATION NO.
PCT/US99/30761INTERNATIONAL FILING DATE
22December1999 (22.12.99)PRIORITY DATE CLAIMED
28December1998 (28.12.98)

TITLE OF INVENTION

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN
APPLICATION SOFTWARE PROGRAM

APPLICANT(S) FOR DO/EO/US

Hugh Boyd Morrison, Anthony Edward Stuart, Robert Joseph Logan,
Charles Bryan Hunt, Megan Louise Brown and Jill Suzanne Allen

Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:

1. ☒ This is a **FIRST** submission of items concerning a filing under 35 U.S.C. 371.
2. ☐ This is a **SECOND** or **SUBSEQUENT** submission of items concerning a filing under 35 U.S.C. 371.
3. ☒ This is an express request to begin national examination procedures (35 U.S.C. 371(f)) at any time rather than delay examination until the expiration of the applicable time limit set in 35 U.S.C. 371(b) and PCT Articles 22 and 39(1).
4. ☒ A proper Demand for International Preliminary Examination was made by the 19th month from the earliest claimed priority date.
5. ☒ A copy of the International Application as filed (35 U.S.C. 371 (c) (2))
 - a. ☐ is transmitted herewith (required only if not transmitted by the International Bureau).
 - b. ☒ has been transmitted by the International Bureau.
 - c. ☒ is not required, as the application was filed in the United States Receiving Office (RO/US).
6. ☐ A translation of the International Application into English (35 U.S.C. 371(c)(2)).
7. ☒ A copy of the International Search Report (PCT/ISA/210). attached to Item 13
8. ☒ Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371 (c)(3))
 - a. ☐ are transmitted herewith (required only if not transmitted by the International Bureau).
 - b. ☐ have been transmitted by the International Bureau.
 - c. ☐ have not been made; however, the time limit for making such amendments has NOT expired.
 - d. ☒ have not been made and will not be made.
9. ☐ A translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).
10. ☒ An oath or declaration of the inventor(s) (35 U.S.C. 371 (c)(4)).
11. ☒ A copy of the International Preliminary Examination Report (PCT/IPEA/409).
12. ☐ A translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371 (c)(5)).

Items 13 to 20 below concern document(s) or information included:

13. ☒ An Information Disclosure Statement under 37 CFR 1.97 and 1.98. with references attached
14. ☒ An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.
15. ☒ A **FIRST** preliminary amendment.
16. ☐ A **SECOND** or **SUBSEQUENT** preliminary amendment.
17. ☐ A substitute specification.
18. ☐ A change of power of attorney and/or address letter.
19. ☒ Certificate of Mailing by Express Mail
20. Return postcard receipt

~~Other items or information~~

CERTIFICATE OF MAILING UNDER 37 CFR 1.10

EL685391283US

June 15, 2001

"Express Mail" mailing no.

Date of Deposit

I hereby certify that this application is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Davida Fornarotto

Typed or printed name of person
mailing applicationSignature of person mailing
application

U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR 09/868254	INTERNATIONAL APPLICATION NO. PCT/US99/30761	ATTORNEY'S DOCKET NUMBER RCA 89185
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21. The following fees are submitted:

BASIC NATIONAL FEE (37 CFR 1.492 (a) (1) - (5)) :

- ☐ Neither international preliminary examination fee (37 CFR 1.482) nor international search fee (37 CFR 1.445(a)(2)) paid to USPTO and International Search Report not prepared by the EPO or JPO\$1000.00
- ☒ International preliminary examination fee (37 CFR 1.482) not paid to USPTO but International Search Report prepared by the EPO or JPO\$860.00
- ☐ International preliminary examination fee (37 CFR 1.482) not paid to USPTO but international search fee (37 CFR 1.445(a)(2)) paid to USPTO\$710.00
- ☐ International preliminary examination fee paid to USPTO (37 CFR 1.482) but all claims did not satisfy provisions of PCT Article 33(1)-(4)\$690.00
- ☐ International preliminary examination fee paid to USPTO (37 CFR 1.482) and all claims satisfied provisions of PCT Article 33(1)-(4)\$100.00

ENTER APPROPRIATE BASIC FEE AMOUNT =**CALCULATIONS PTO USE ONLY**

860.00

Surcharge of \$130.00 for furnishing the oath or declaration later than ☐ 20 ☐ 30 months from the earliest claimed priority date (37 CFR 1.492 (e)).

CLAIMS	NUMBER FILED	NUMBER EXTRA	RATE
Total claims	5 - 20 =	0	x \$18.00
Independent claims	1 - 3 =	0	x \$80.00

Multiple Dependent Claims (check if applicable). ☐**TOTAL OF ABOVE CALCULATIONS = 860.00**

Reduction of 1/2 for filing by small entity, if applicable. Verified Small Entity Statement must also be filed (Note 37 CFR 1.9, 1.27, 1.28) (check if applicable). ☐

SUBTOTAL = 860.00

Processing fee of \$130.00 for furnishing the English translation later than ☐ 20 ☐ 30 months from the earliest claimed priority date (37 CFR 1.492 (f)).

TOTAL NATIONAL FEE = 860.00

Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31) (check if applicable). ☐

40.00

TOTAL FEES ENCLOSED = 900.00

Amount to be:	\$
refunded	
charged	\$ 900.00

- ☐ A check in the amount of _____ to cover the above fees is enclosed.
- ☒ Please charge my Deposit Account No. 07-0832 in the amount of \$900.00 to cover the above fees. A duplicate copy of this sheet is enclosed.
- ☒ The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 07-0832 A duplicate copy of this sheet is enclosed.

NOTE: Where an appropriate time limit under 37 CFR 1.494 or 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status.

SEND ALL CORRESPONDENCE TO:

Mr. Joseph S. Tripoli
THOMSON multimedia Licensing Inc.
Patent Department
PO Box 5312
Princeton, New Jersey 08540

SIGNATURE

Frank Y. Liao

NAME

40,065

REGISTRATION NUMBER

June 14, 2001

DATE

on a video processing apparatus. The advertisement includes control information, which is used by the video processing apparatus to control an operating mode thereof. The control information may include both time and channel data as well as a recording data for programming a timer. Alternately, the control information may only include program data, which is passed to the electronic program guide to determine the time and channel information associated with the program data. --


REMARKS

The specification has been amended to include a reference to the priority applications.

To meet the requirements of the United States, the Abstract (as originally filed in the PCT application) is added.

No fee is believed to have been incurred by virtue of this amendment. However if a fee is incurred on the basis of this amendment, please charge such fee against deposit account 07-0832

Respectfully submitted,
Hugh Boyd Morrison
Anthony Edward Stuart
Robert Joseph Logan
Charles Bryan Hunt
Megan Louise Brown
Jill Suzanne Allen


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609/734-9497

THOMSON multimedia Licensing Inc.
Patent Operation
PO Box 5312
Princeton, NJ 08543-5312

June 14, 2001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Hugh Boyd Morrison, Anthony Edward Stuart,
Robert Joseph Logan, Charles Bryan Hunt,
Megan Louise Brown and Jill Suzanne Allen

Filed : Herewith

For : METHOD FOR SELECTING A PROGRAM DISPLAYED
IN AN ADVERTISEMENT IN AN APPLICATION
SOFTWARE PROGRAM

PRELIMINARY AMENDMENT

Hon. Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Sir:

In the US national phase application of PCT/US99/30761 filed
herewith, please enter the following amendments:

IN THE SPECIFICATION:

Please amend the specification as follows:

On Page 1, line 3, insert the following paragraph:

-- This application claims the benefit of U.S. provisional
application serial no. 60/114,077 filed December 28, 1998, which is hereby
incorporated herein by reference, and which claims the benefit under 35
U.S.C. § 365 of International Application PCT/US99/30761, filed December
22, 1999, which was published in accordance with PCT Article 21(2) on July
6, 2000 in English.--

IN THE ABSTRACT:

Please add the following Abstract.

--A video processing apparatus may be controlled
in response to selecting an advertisement displayed in connection with a
productivity or communication application software program being operated

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT
IN AN APPLICATION SOFTWARE PROGRAM

FIELD OF INVENTION

5 This invention generally relates to a method for operating a video processing apparatus in response to selecting an advertisement, or the like, which is displayed in connection with a productivity or communication application software program.

BACKGROUND OF INVENTION

10 Electronic Program Guides (EPGs) allow viewers to select any channel at any time during some period into the future, e.g., up to seven days forward. (The data associated with the EPG is typically broadcast in connection with a specified television channel at a certain time during the day.) Once a particular program is selected, for example, by highlighting, the viewer can perform audio/video processing like functions pertaining to that selected program. For instance, the viewer could instantly switch to that program if it is currently being aired or initiate a one-touch videocassette recording (VCR) if the television is properly configured and connected to a recording device.

15
20 A communication application software program, such as electronic mail ("e-mail") or electronic instant messaging, running on a computer connected by a network, such as, the Internet, permits a user to send and receive electronic messages to and from another user/computer. Proprietary "on-line" networks usually provide such services to users for a monthly fee. Some on-line
25 services display advertisements within the context of the communication application software program. Similar to advertisements on a typical "web-page", these advertisements may be selected to obtain more information concerning a product or service. Selection of an advertisement usually connects the user to the web-page associated with the manufacturer of the product or the
30 provider of the service.

There is consequently a need in the art for a convenient way to permit operation of an audio/video processing apparatus in response to the selection of an advertisement, for a particular television program or movie, that is displayed in connection with a productivity or communication application software program.

SUMMARY OF THE INVENTION

The present invention resides, in part, in recognition of the described problem and, in part, in providing a solution thereto. The present invention provides a convenient way of permitting a video processing apparatus, such as a television, VCR, DVD, satellite receiver, set-top box, or the like, to be controlled in response to an advertisement displayed in connection with a productivity or communication application software program. The productivity or communication application software program is operated on the video processing apparatus and, usually, connected to a network, such as the Internet. Control information associated with the advertisement is used to operate the video processing apparatus in a typical video operating mode. The present invention links the traditional functions of a video processing apparatus with those of a personal computer.

Generally, the present invention defines a method for operating a video processing apparatus. The method comprises operating a computer software program, such as, a productivity or communication application, on the video processing apparatus. An advertisement associated with a broadcast or transmitted television program is received in connection with the computer software program; the advertisement is displayed. The video processing apparatus is operated in a video-operating mode in response to selecting an advertisement. This invention is applicable with any program transmission means, for example, terrestrial, cable, satellite or the like.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 shows an example of a television system in accordance with the present invention;

Fig. 2 shows an example of a digital video processing apparatus in accordance with the present invention;

Fig. 3 shows a software block diagram in accordance with the present invention;

Fig. 4 shows an electronic message display according to an implementation of the present invention; and

Fig. 5 shows a subsequent electronic message display in accordance with the present invention.

DETAILED DESCRIPTION

Although the present invention is conveniently described in terms of a television apparatus, it is apparent to one skilled in the art that the present invention is applicable to any video processing apparatus that is capable of running a productivity or communication application software program and can generate or control a display device, for example, a VCR, DVD, satellite receiver, set-top box or the like.

The television receiver shown in Fig. 1 is capable of processing both analog NTSC television signals and Internet information. Descriptions of the remaining well-known functions of the television receiver shown in Figure 1 are not provided except where necessary for understanding the present invention. Tuner 1105 and IF processor 1130 operate in a conventional manner for tuning and demodulating a particular television signal that is included in signal RF_IN.

The system shown in FIG. 1 also includes a main microprocessor 1110 for controlling components of the television receiver such as tuner 1105, picture-in-picture processing unit 1140, video signal processor 1155, and Gemstar® data processing module 1160.

Main microprocessor 1110 also controls the operation of a communications interface unit 1113 for providing the capability to upload and

download information to and from the Internet. Communication interface unit 1113 includes, for example, a modem for connecting to an Internet service provider, e.g., via a telephone line or via a cable television line. The communication capability allows the system shown in Figure 1 to provide electronic message capability and Internet related features such as web browsing in addition to receiving television programming. The electronic message capability is provided using an e-mail program running on microprocessor 1110, which permits connection to the Internet. CPU 1112 controls functions included within microprocessor 1110, for example, auxiliary data processor 1115 and on-screen display (OSD) processor 1117. Auxiliary data processor 1115 extracts auxiliary data such as Gemstar[®] data from video signal PIPV.

Gemstar[®] data, which provides program guide data (e.g., EPG) information in a known format, is typically received only on a particular television channel and the television receiver must tune that channel to extract Gemstar[®] data usually during a time period when the television receiver is typically not in use (e.g., 2:00 AM). At that time, CPU 1112 configures decoder 1115 such that auxiliary data is extracted from horizontal line intervals such as line 16 that are used for Gemstar[®] data. For an EPG display, the display data included in the EPG display is produced by OSD processor 1117 and included in the output signal by VSP 1155 in response to fast switch signal FSW.

An exemplary embodiment of the features of the system shown in FIG. 1 that have been described thus far comprises an ST9296 microprocessor produced by SGS-Thomson Microelectronics; an M65616 picture-in-picture processor produced by Mitsubishi; and an LA7612 video signal processor produced by Sanyo.

Figure 2 is an MPEG compatible system for receiving MPEG encoded transport streams representing broadcast programs and is also capable of processing Internet information, including electronic messages. User interface systems are also applicable to other types of digital signal processing devices including non-MPEG compatible systems, involving other types of encoded

datastreams (e.g., digital video disc (DVD) systems). The exemplary system described below is described as processing broadcast programs. The term 'program' is used to represent any form of packetized data such as telephone messages, computer programs, Internet data, audio presentations (e.g., from a remote source or from a local source), visual presentations, audiovisual presentations (e.g., from a remote source or a local source), or other communications. Descriptions of the remaining well-known functions of the television receiver shown in Figure 2 are not provided except where necessary for understanding the present invention.

A carrier modulated with video data is received by antenna 10 and processed by input processor unit 15. The resultant digital output signal is demodulated by demodulator 20 and decoded by decoder 30. The output from decoder 30 is processed by transport system 25, which provides compressed data outputs for storage, further decoding, or communication to other devices. Video and audio decoders 85 and 80 respectively, decode the compressed data from system 25 to provide outputs for display.

The data provided to mux 37 from selector 35 is in the form of an MPEG compliant packetized transport datastream as defined in MPEG systems standard section 2.4 and includes program guide information and the data content of one or more program channels. Packet Identifiers (PIDs) identify the individual packets that comprise particular program channels. The transport stream contains Program Specific Information (PSI) for use in identifying the PIDs and assembling individual data packets to recover the content of all the program channels that comprise the packetized datastream. Transport system 25, under the control of the system controller 115, acquires and collates program guide information from the input transport stream, storage device 90 or an Internet service provider via the communication interface unit 116. The individual packets that comprise either particular program channel content or Program Guide information, are identified by their Packet Identifiers (PIDs) contained within header information

Packets received by decoder 55 from units 45 and 50 that contain program content including audio, video, caption, and other information, are directed by unit 65 from decoder 55 to the designated application device buffers in packet buffer 60. Application control unit 70 sequentially retrieves the audio, video, caption and other data from the designated buffers in buffer 60 and provides the data to audio and video decoders 80 and 85 and high speed data port 75.

In addition, controller 115 is coupled to a communication interface unit 116 that operates in a manner similar to interface unit 1113 of Figure 1. That is, unit 116 provides the capability to upload and download information to and from the Internet. Communication interface unit 116 includes, for example, a modem for connecting to an Internet service provider, e.g., via a telephone line or via a cable television line. The communication capability allows the system shown in Figure 2 to provide electronic message capability and Internet related features such as web browsing in addition to receiving television programming. The electronic message capability is provided using an e-mail program running on microprocessor 115, which permits connection to the Internet.

Typically, however, the computer-related programs and operations, (such as, e-mail) are implemented independently of the television programs and operations. That is, composing, reading and/or sending e-mail is performed independent of any video processing operation, for example, tuning, recording, and/or replaying of audio, video, or television programs. Likewise, the audio, video, or television programming, tuning, recording and/or replaying is performed independent of the computer-related program that may be running on the digital television.

Fig. 3 is a software block diagram or flow chart of an exemplary program which, according to the present invention, may be executed by controller 1110 of Fig. 1, controller 115 of Fig. 2, or any other suitably programmed control arrangement of an electronic host device. The term "electronic host device" as used herein is not limited to television receivers, video recording devices or set-top boxes, but rather encompasses hybrids

thereof (e.g., PCTVs), satellite television and/or data signal converters, program guide receiver units, and the like, regardless of whether incorporated into a television receiver or personal computer or connected externally thereto. The exemplary program will be described below only with respect to the exemplary hardware implementation of an electronic host device shown in Fig. 1.

According to the exemplary program 300, an advertisement for a program is presented within the display of a communication or productivity application software program 301. In response to a user's selection 302 of a displayed advertisement, a list of choices 310 may be provided. Alternatively, the receiver could operate based on a default mode, for example, immediately selecting the channel with the advertised program, or in response to the user desiring to record the program advertised (perhaps by activating a RECORD button), immediately set up a one-touch recording.

If the choice list is shown, the user selects one of the choices, and the receiver responds correspondingly. For example, if the choice is to tune to a channel 312, the receiver will immediately tune to the subject channel. This may be achieved by either presenting the video in a small window and the user may continue to use the application software program, or the video will take up the entire screen and the user must actively return to the application. The user's work is automatically saved regardless of the selected choice. Alternatively, a dialog box may appear asking the user whether to save the current work or not.

Another choice would be to control the receiver to tune to the subject channel just prior to the start of the program 316 and 318. Alternately, the user could choose to record the program 320. This would result in programming a timer, for example, in the television or the video recording apparatus 322.

In accordance with the present invention, the computer application software program, for example, a productivity or communication application is operated in a video processing apparatus, such as a television, VCR, DVD or the like. A user selects an advertisement (or possibly an icon associated therewith) that is displayed within the context of computer application software program.

Figure 4 illustrates one such communication application software program, i.e., an electronic mail message program 400. Electronic mail message program 400 is operated on a video processing apparatus, for example, the television receiver of Figure 1 or 2, or any other appropriate video processing apparatus. Other electronic messaging programs, for example, instant messaging, may also be employed with the present invention. Further, productivity application software programs, such as, word processing, spreadsheets or the like, may also be employed with the present invention.

An advertisement 402 is displayed within an area of electronic mail message program display 400. A typical electronic message display 400 includes fields 404 for the SENDER, the RECIPIENT, the SUBJECT and the body of the MESSAGE. In addition, display 400 also include ICONs 406, which can be selected to invoke certain functions, such as, SEND a message, READ a message, view the user's ADDRESS BOOK, etc.

Upon selection of the advertisement 402, the video processor receives the data (i.e., advertisement data) associated with the advertisement. This advertisement data may include program start time, program end time, program duration; the channel via which the program is transmitted, and characteristic information, and combinations thereof. Examples of the characteristic information include program title, program theme, program category, program keywords, a program description, program type (e.g. audio, video, audiovisual, computer, Internet, and the like), and program repeat frequency (e.g., once per week, daily, etc.).

Figure 5 shows an optional and subsequent display of the communication application program of Figure 4 in response to the user's selection of advertisement 402. Figure 5 illustrates an embodiment of a user selection display 500 in which the user is presented with certain options that may be selected. For example, the user may choose to now tune to the channel that the program will be broadcast on 502. Alternately, the user may choose to automatically tune to that channel when the program starts 504 or program a recording timer to establish a recording event 506. Further, the user may select

to visit an appropriate web site 508 related to the selected advertisement. The display of Figure 5 may not be produced; upon selection of advertisement 402, the video processing apparatus may either directly tune to the appropriate channel or set-up a recording event without further user intervention.

5 Thus, the video processing apparatus can now be operated in a video-operating mode, for example, automatically selecting a channel, in response to the advertisement data if it is currently being aired. Alternately, if the program is not currently available, the video processing apparatus may be operated to set-up to automatically record the program in the future. This may
10 be achieved by setting-up a "one-touch recording" operating mode or by programming timers with the CHANNEL and TIME information. If the advertisement data only contains "program information", such as the name of the program, then the data can be processed by the electronic program guide to determine the CHANNEL and TIME information.

15 One touch recording involves setting up a programmed event in the video processing apparatus that receives the electronic program guide, usually, the television. At the appropriate time, the television controls the recording device. The invention also embraces the concept of conflict management. That is, if the selection of an advertisement results in the setting up of a one-touch
20 recording which may conflict with an existing programmed event in the recording device, the system must be able to resolve the conflict. One possible outcome is that the most recent desires of the user, i.e., the selection of the advertisement overrides the existing programmed event. Another option would be to indicate the conflict to the user when the advertisement is selected,
25 thereby allowing the user an opportunity to resolve the conflict.

While the present invention finds much usefulness in the realm of electronic host devices, which are connected to or defined by a television set, the present invention is not limited to such electronic host devices. The present invention may be implemented, for example, with a computer as the electronic
30 host device. This invention may also be employed with advertisements for programs that are displayed in connection with web browsers. It is to be

[illegible]

11
CLAIMS

1. A method for operating a video processing apparatus comprising the steps of:

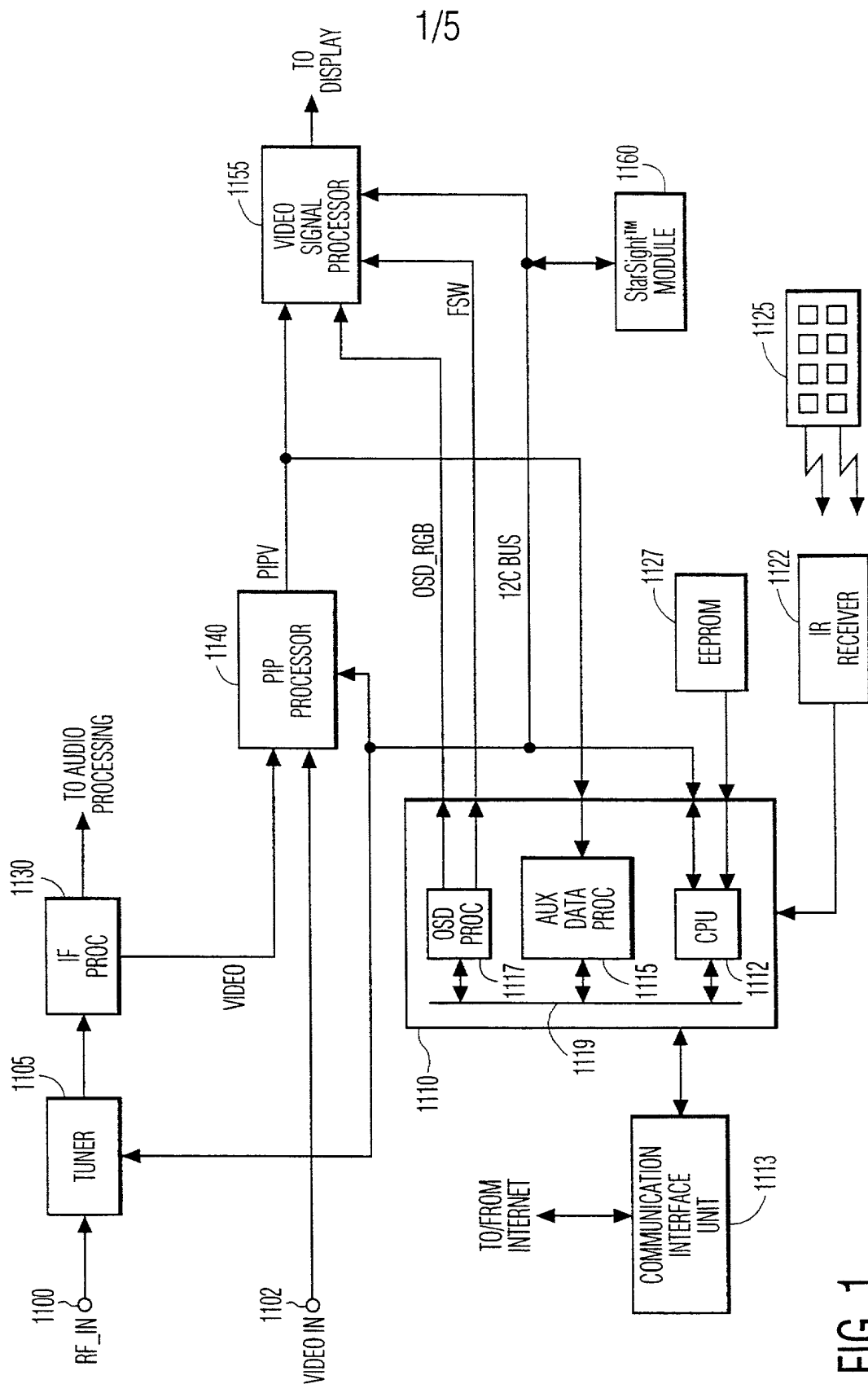
operating a computer application software program on said video
5 processing apparatus;
receiving, in connection with said computer application software program,
an advertisement associated with a broadcast television program;
causing said advertisement to be displayed;
selecting said advertisement; and
10 operating said video processing apparatus in a video operating mode in
response to said advertisement.

2. The method of Claim 1 wherein said computer application software program
is one of a productivity and communication application software program.

3. The method of Claim 2 wherein said advertisement comprises control
information associated therewith, said control information comprising at least
one of (1) time and channel selection data and (2) recording data.

4. The method of Claim 3 wherein said control information comprises program
data, and wherein time and channel data is determined using an electronic
program guide in response to said program data.

5. The method of Claim 1 wherein said step of operating comprises controlling a
25 video recording device, interconnected thereto, to record a program associated
with said advertisement.



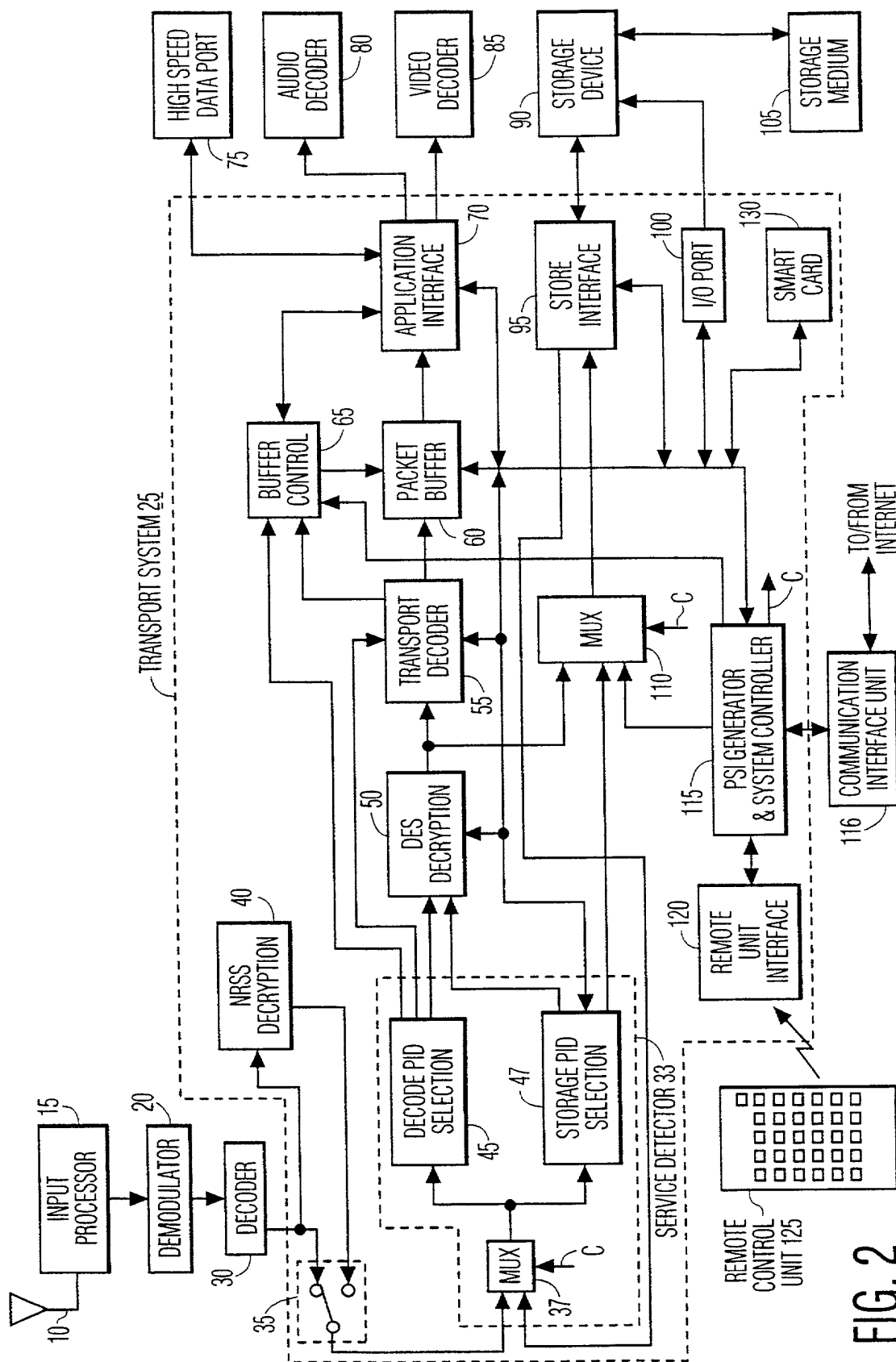


FIG. 2

3/5

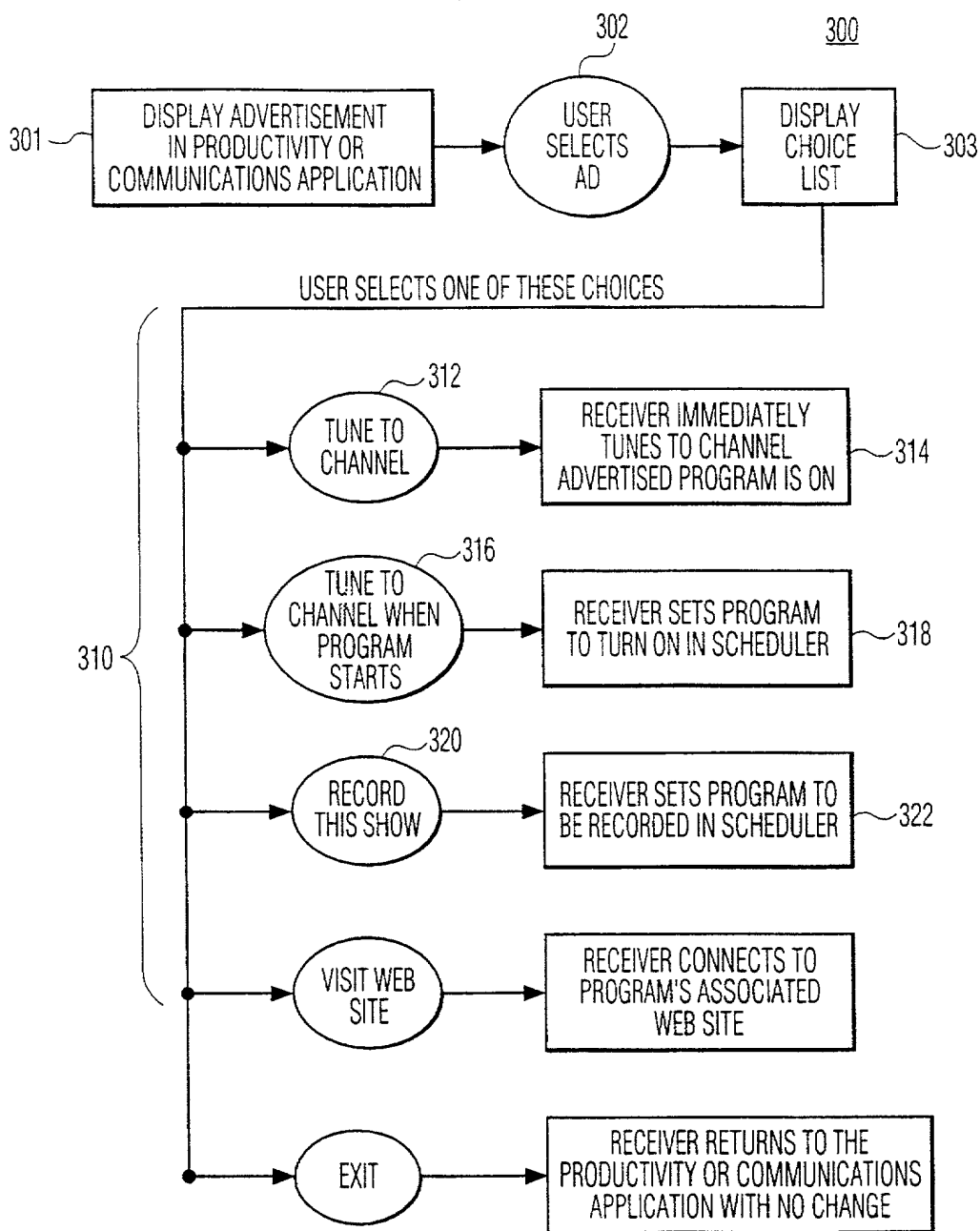


FIG. 3

FIG. 4

**POSTEX
RUNNER**

ANTHONY

GET • SEND

READ

WRITE

ADDRESSES

FOLDERS

OPTIONS

VIEW ADS

406

402

Just Shoot Me,
TONIGHT
AT 7PM

CLICK HERE TO TUNE/SETUP RECORD

404

4/5

FROM: BILL
Cc:
DATE: 6/12/98, 12:06PM
SUBJECT: RACE DAY

ANTHONY,

I HOPE YOU CAN MAKE IT TO THE RACE ON SUNDAY.
WE'RE PLANNING ON BARBEQUING AT 10AM. MEET
US IN THE SOUTH PARKING LOT.
SEE YOU THERE.

404

GO BACK

SAVE

DELETE

FORWARD

REPLY

REPLY TO ALL

PRINT

SENDER

PRESS ENTER TO GO BACK TO THE PREVIOUS SCREEN

FIG. 4

5/5

POSTER
RUNNER

Just Shoot Me!

TONIGHT
AT 7PM

CLICK HERE TO TUNE/SETUP RECORD

TUNE/SETUP RECORD

JUST SHOOT ME! - 7:00 - 7:30PM TUESDAY NOV. 16

CURRENT TIME: 6:50PM TUESDAY NOV. 16

TUNE TO CHANNEL

TUNE TO CHANNEL WHEN PROGRAM STARTS

RECORD THIS SHOW

VISIT WEB SITE

CANCEL - GO BACK TO EMAIL

GO TO THE SUBTITLE MARKING LOT.

SEE YOU THERE.

PRESS ENTER TO GO BACK TO THE PREVIOUS SCREEN

500
502
504
506
508

FIG. 5

SUBSTITUTE SHEET (RULE 26)

EXPRESS MAIL FL 625 391283115

Please type a plus sign (+) inside this box → ☐

PTO/SB/01 (10-00)

Approved for use through 10/31/2002. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63) <input type="checkbox"/> Declaration Submitted with Initial Filing OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16(e)))	Attorney Docket Number	RCA 89185
	First Named Inventor	Hugh Boyd Morrison et al.
	COMPLETE IF KNOWN	
	Application Number	/
	Filing Date	
	Group Art Unit	
	Examiner Name	

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

the specification of which (Title of the Invention)

☐ is attached hereto
OR
☒ was filed on December 22, 1999 as United States Application Number or PCT International

Application Number PCT/US99/30761 and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above:

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign	Foreign Filing Date	Priority	Certified Copy Attached?	
			YES	NO
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	
US 60/114,077	December 28, 1998	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

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DECLARATION — Utility or Design Patent ApplicationDirect all correspondence to: ☐ Customer Number or Bar Code Label ☐ OR ☐ Correspondence address belowName Mr. Joseph S. Tripoli - Patent OperationsAddress THOMSON multimedia Licensing Inc.Address PO Box 5312City PrincetonState NJZIP 08540Country USTelephone 609-734-9497Fax 609-734-9700

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR :

☐ A petition has been filed for this unsigned inventorGiven Name
(first and middle [if any]) HUGH BOYDFamily Name
or Surname MORRISONInventor's
Signature Hugh Boyd MorrisonDate 5/18/01Residence: City INDIANAPOLISState INCountry USCitizenship US

Mailing Address

Mailing Address 7454 Galloway AvenueCity IndianapolisState INZIP 46250-2500Country US

NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventorGiven Name
(first and middle [if any]) ANTHONY EDWARDFamily Name
or Surname STUARTInventor's
Signature

Date

Residence: City INDIANAPOLISState INCountry USCitizenship US

Mailing Address

Mailing Address 3162 Normandy RoadCity IndianapolisState INZIP 46222-1375Country US☒ Additional inventors are being named on 2 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

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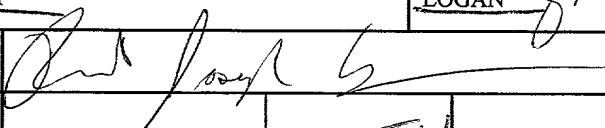

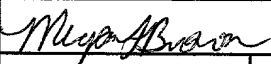
Direct all correspondence to: <input type="checkbox"/> Customer Number or Bar Code Label <input type="text"/>		OR <input type="checkbox"/> Correspondence address below	
Name Mr. Joseph S. Tripoli - Patent Operations			
Address THOMSON multimedia Licensing Inc.			
Address PO Box 5312			
City Princeton		State NJ	ZIP 08540
Country US	Telephone 609-734-9497		Fax 609-734-9700
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.			
NAME OF SOLE OR FIRST INVENTOR :		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any]) HUGH BOYD		Family Name or Surname	MORRISON
Inventor's Signature			Date
Residence: City	INDIANAPOLIS	State IN	Country US
Citizenship US			
Mailing Address			
Mailing Address 7454 Galloway Avenue			
City Indianapolis	State IN	ZIP 46250-2500	Country US
NAME OF SECOND INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any]) ANTHONY EDWARD		Family Name or Surname	STUART
Inventor's Signature <i>Anthony Edward Stuart</i>			Date 5/21/01
Residence: City	INDIANAPOLIS	State IN	Country US
Citizenship US			
Mailing Address			
Mailing Address 3162 Normandy Road			
City Indianapolis	State IN	ZIP 46222-1375	Country US
<input checked="" type="checkbox"/> Additional inventors are being named on <u>2</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.			

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DECLARATION

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 1 of 2

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
ROBERT JOSEPH		LOGAN	
Inventor's Signature			Date <u>5/23/01</u>
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Mailing Address			
7520 Prairie View Lane			
City	Indianapolis	State <u>IN</u>	ZIP <u>46256</u>
Country <u>US</u>			
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
CHARLES BRYAN		HUNT	
Inventor's Signature			Date <u>5/16/2001</u>
Residence: City	<u>Westfield</u>	State <u>IN IN</u>	Country <u>US</u>
Citizenship <u>US</u>			
Mailing Address			
20110 Grassy Knoll Road			
City	Westfield	State <u>IN</u>	ZIP <u>46074-9692</u>
Country <u>US</u>			
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
MEGAN LOUISE		BROWN	
Inventor's Signature			Date <u>5/23/2001</u>
Residence: City	<u>Carmel</u>	State <u>IN IN</u>	Country <u>US</u>
Citizenship <u>US</u>			
Mailing Address			
11321 Rollings Springs Drive			
City	Carmel	State <u>IN</u>	ZIP <u>46033-3633</u>
Country <u>US</u>			

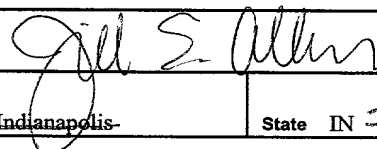
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DECLARATION

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 2 of 2

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
<u>JILL SUZANNE</u>		<u>ALLEN</u>	
Inventor's Signature			Date <u>5/23/01</u>
Residence: City	<u>Indianapolis</u>	State <u>IN</u>	Country <u>US</u>
Mailing Address			
Mailing Address <u>6632 Lost Tree Court</u>			
City	<u>Indianapolis</u>	State <u>IN</u>	ZIP <u>46268</u>
		Country	<u>US</u>
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature			Date
Residence: City		State	Country
Mailing Address			
Mailing Address			
City		State	ZIP
		Country	
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
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Mailing Address			
City		State	ZIP
		Country	

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